

[Product name] positioning for [persona name]

Your positioning work is an expression of how your product or feature uniquely fills a customer need in a way your competitors don't. Your messaging and positioning work should complement each other and both have two core similarities:

- They rely heavily on your persona research, and
- They cannot be rushed.

Review date	Your positioning work is by no means a one-off job. Markets change. Your product might even change. Make a note of when you last revisited this document so you can keep on top of reviews.
Product description	Keep this concise and include things like the name, key features, and problems you're solving. Aim to keep it within 1-2 sentences.
Category overview	Outline the market you compete in and highlight any differentiators - i.e. unlike market X, our market is inherently anxious and cash-strapped.
The competition	If customers aren't buying from you, who are they going to? List the top contenders here along with their weaknesses in comparison to you.

Persona overview

If your personas are wildly different you may want to create separate positioning documents for each. If you do, this is your place to describe the persona in question. If you don't, ignore/remove this row.

Unique differentiator**The challenge****The value**

What about your product makes you stand out from the competition? The emphasis here is on the *unique*, if your competitor offers the exact same thing, it doesn't belong here.

What problem(s) are your customers facing because of a lack of this feature?

How does your unique attribute solve that challenge? Draw on emotion, utopian visions, and real-life quotes where possible.

We've stopped at three, but you might have more than three unique differentiators - if you do, keep going.

Unique differentiator #2

Challenge #2

Value #2

Unique differentiator #3

Challenge #3

Value #3